

Marketing Smarter, Not Louder

Leveraging AI, Video, and Volunteer Power to Maximize Mission Impact

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Quick Links for Reference

1. **Top AI Hacks Guide** [Canva](#)
AI workflow tips from four Canva team members.
2. **Canva Design School** [Canva](#)
Free courses with LinkedIn certs; great for volunteer video training.
3. **Canva for Nonprofits** [Canva](#)
All Canva Pro & AI features FREE for eligible orgs (up to 50 users).
4. **30 Days of AI** [LinkedIn Learning](#)
By Morten Rand-Hendriksen — 30 practical AI tips.
5. **AI as Your Writing Partner** [Spotify](#)
Podcast by UC Berkeley Extension.
6. **How to Use AI Without Losing Your Brand Voice** [YouTube](#)
Podcast by Worldwide Innovators.
7. **VideoRequest Guidelines** [Google Drive](#)
KALE framework for video testimonials & editing.

Substack AI Newsletters | Ruben Hassid

Claude for Dummies — Beginner-friendly Claude AI breakdown.

Claude AI Design — Using Claude for design workflows.

Bridgette's AI Tools & Recommendations

ChatGPT — Drafting, ideation, repurposing

Claude (Anthropic) — Long-form writing, strategy, nuanced prompts

Canva AI — Design, presentations, social graphics

Otter.ai — Meeting transcription & summary

VideoRequest — Video collection & KALE workflow

Descript — AI-powered video/audio editing

Notion AI — Knowledge management & docs

The RICE Prompt Framework

R **Role**
Define who the AI should act as

I **Instructions**
Specify the exact task or output

C **Context**
Provide background, audience, constraints

E **Example**
Show the format or style you want

Sample Prompts | Use RICE to Build Your Own

Video Script — Community Colleges

Act as a marketing/comms director for a CA community college association. Create two LinkedIn-focused video scripts with storytelling, a strong hook, and CTA. Script 1: 30 sec, 2 Q&As. Script 2: 45 sec, 3 Q&As. No emojis or em-dashes. Share 3 examples of each.

30-Day Social Media Calendar — Associations

Act as a CA association leader focused on membership, engagement, and recruitment. Create a 30-day calendar posting twice weekly to LinkedIn and Instagram, including one short-format video per week using staff/member/volunteer content — no production company. Mix posts, reels, carousels. Tone: warm, engaging, community-focused.

Repurpose a 2-Minute Video — Hospitality

Act as a hospitality marketing director for a northern CA hotel chain. Create 10 ways to reuse a 2-min video with 3 customers + CEO, targeting lapsed customers (2+ years). Cover email, social, website. Include tools. No emojis, exclamation points, or em-dashes. Tone: clear, direct, supportive.